GROUP Contract # 25321598

125 West 55th St New York, NY 10019

Comments: revised to correct rates

Agency: Hamburger Gibson Creative CPE: 738/766/3991 1322 G St, Se

Product: Ballot Measure

Washington, DC 20003 Agency Order #: 5439976

Flight: 10/11/16 - 10/17/16
Advertiser: People United for
Medical Marijuana

Buyer: Katowitz, Janet Salesperson: BRADLEY PHILIPPS 202-955-5342

Changes as of: 9/30/2016 at 9:47 AM

Primary Demo: Adults 35+

Version: Highlighting Revision 1 Station: WWSB

Market: Sarasota-Manatee - SRA

Assistant: BRADLEY PHILIPPS 202-955-5342

Con Type: POLITICAL/VOTE

Office: WASHINGTON

Total Spots: 5 Total \$: \$4,450.00

Total CPP: \$855.77 **Total GRP:** 5.2

Separation:

						RE				
	Su 5 6p-6:30p	Changes: Day/Ti	Sa 4 7p-7:30p	Changes: Rate from 800 to 850	Tu-F,M 3 6p-6:30p	Su REV- 2 6:30p-7p	Changes: Rate from 1075 to 1300	Tu-F,M 1 6:30p-7p	# Day/Time	
_		ime from S		rom 800 to			rom 1075 t		P	
	ABC World News	Changes: DayTime from Sa 6:30p-7p to Sa 7p-7:30p, Program from ABC7 News @ 630P to News	News	850	ABC 7 News @ 6P	ABC 7 Weekend News	to 1300	ABC World News	Program	(
	\$500.00	News @ 630P to	\$500.00		\$850.00	\$500.00		\$1,300. 00	Rate	
		News	0.7		1.1	1.3			A35P Rating	
TOTALS: 1 1 0	1.0 30 0		0.7 30 0 0			1.3 30 0		1.2 30 1		
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Οī						0		2	Spots	Total
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\$855.77	\$500.00		\$500.00 \$714.29		\$850.00 \$772.73	\$0.00 \$384.62		\$1,083. 33	CPP	
5.2	1.0		0.7		1.1	0.0		2.4	GRP	



Contract # 25321598 Agency: Hamburger Gibson CPE: 738/766/3991 Flight: 10/11/16 - 10/17/16

Advertiser: People United for Medical Marijuana

Washington, DC 20003 Agency Order #: 5439976 Product: Ballot Measure

1322 G St, Se

Buyer: Katowitz, Janet

Changes as of: 9/30/2016 at 9:47 AM Version: Highlighting Revision 1 Station: WWSB

Market: Sarasota-Manatee - SRA Total Spots: Total \$: \$4,450.00

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Primary Demo: Con Type: POLITICAL/VOTE Adults 35+

Office: WASHINGTON Total GRP: 5.2 Total CPP: \$855.77

Assistant: BRADLEY PHILIPPS 202-955-5342 Separation:

Salesperson: BRADLEY PHILIPPS 202-955-5342

Special Instructions

125 West 55th St New York, NY 10019

09/29/16 4:52 PM 09/30/16 9:27 AM 09/30/16 9:47 AM Date/Time BRADLEY PHILIPPS System **BRADLEY PHILIPPS** Added by Separation: 30 revised to correct rates Notice Received. Comment **Order Level Comments**

Day/Time Total % Distrib 100% 100% Spots 5 Daypart Summary S \$4,450.00 \$4,450.00 Dollars \$855.77 \$855.77 CPP

Market Budget: \$222,500 WWSB Share:

Competitive Information

2%

Unknown: 98% Comment:

> 2016-Oct Month Total Monthly Summary Spots 5 \$4,450.00 \$4,450.00 Dollars

GRP 5.2 5.2

Queued for Electronic Contracting Queued for Electronic Contracting New Trans Revision Created/Received Created by 9/30/16 10:04 AM 9/30/16 9:47 AM BRADLEY PHILIPPS 9/29/16 4:52 PM BRADLEY PHILIPPS 9/30/16 9:26 AM Status Confirmed Revised Spot+ 6 Spot-Transaction History \$4,450.00 \$ Chg \$0 \$0 \$0 Contract \$ Comment Changes: Total CPP from \$684.62 to \$855.77, Total Spots from 6 to 5, Total GRPs from 6.5 to 5.2, Comments from Separation: 30 to revised to correct rates, User \$4,450.00 Entered \$ from \$0.00 to \$4,450.00. 4 buylines added or modified. \$4,450.00 \$0 \$0

Non-Discrimination Policy

PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS'
ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES, CONSISTENT WITH THIS ORDER,
KATZ MEDIA GROUP (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR
ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.



125 West 55th St New York, NY 10019

Comments: Separation: 30

Day/Time Tu-F,M 6:30p-7p

P

Program

ABC World News

\$500.00

\$1,075. 00

Rate Rating

Su 5 6p-6:30p Sa 4 6:30p-7p 3 6p-6:30p Su 2 6:30p-7p

ABC World News

ABC7 News @ 630P ABC 7 News @ 6P ABC 7 Weekend News

\$500.00 \$800.00

\$500.00

1.0 TOTALS:

0 0 0

Contract # 25321598 Agency: Hamburger Gibson Creative CPE: 738/766/3991

1322 G St, Se

Washington, DC 20003 Agency Order #: 5439976

Changes as of: 9/29/2016 at 4:52 PM Flight: 10/11/16 - 10/17/16

Product: Ballot Measure

Advertiser: People United for Medical Marijuana

Buyer: Katowitz, Janet Salesperson: BRADLEY PHILIPPS 202-955-5342

Office: WASHINGTON Primary Demo: Adults 35+ Con Type: POLITICAL/VOTE

Version: Original Order Station: WWSB Market: Sarasota-Manatee - SRA

Total \$: \$4,450.00

Total Spots: 6 Total GRP: 6.5 Total CPP: \$684.62

Separation:

Assistant: BRADLEY PHILIPPS 202-955-5342

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		lotal	otal	77	10/11 - 10/17	10/						

Special Instructions

125 West 55th St New York, NY 10019

Date/Time

09/29/16 4:52 PM

BRADLEY PHILIPPS Added by

Separation: 30 Comment

Contract # 25321598 Agency: Hamburger Gibson CPE: 738/766/3991 Creative

Advertiser: People United for Product: Ballot Measure Medical Marijuana

Agency Order #: 5439976 Salesperson: BRADLEY PHILIPPS Buyer: Katowitz, Janet 202-955-5342

Washington, DC 20003

1322 G St, Se

Changes as of: 9/29/2016 at 4:52 PM Flight: 10/11/16 - 10/17/16 Version: Original Order Station: WWSB Market: Sarasota-Manatee - SRA

Office: WASHINGTON

Total Spots: 6

Total \$: \$4,450.00

Con Type: POLITICAL/VOTE Assistant: BRADLEY PHILIPPS 202-955-5342

Primary Demo: Adults 35+ Separation: Total GRP: 6.5 Total CPP: \$684.62

Order Level Comments

Market Budget: WWSB Share: 2% Unknown: 98% Comment: \$222,500 Competitive Information

Day/Time Total % Distrib 100% 100% **Daypart Summary** Spots \$4,450.00 \$4,450.00 Dollars \$684.62 \$684.62 CPP

GRP **6.5** 2016-Oct Month Total Monthly Summary Spots 6 \$4,450.00 \$4,450.00 Dollars

Non-Discrimination Policy PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS'
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ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

New Trans

Created/Received Created by

9/29/16 4:52 PM BRADLEY PHILIPPS

New Status

> Spot+ 6

> > Spot-

\$ Chg

Contract \$ Comment \$4,450.00

\$4,450.00

Transaction History